

WHAT I CLAIM:

1. A method for offering incentives related to purchases of products or services, said method comprising the steps of:

offering to a consumer a product or a service for sale;

5 offering to said consumer an incentive related to the purchase of said product or service on condition that the consumer agrees to receive or interact with an interposed communication; and

providing the offered incentive.

10 2. The method according to claim 1, wherein said incentive is provided to said consumer after an interposed communication is delivered to said consumer.

3. The method according to claim 1, wherein said incentive includes a discount on the purchase of said product or service.

15 4. The method according to claim 1, wherein said incentive includes paying for shipping charges related to the purchase of said product or service.

5. The method according to claim 1, wherein said incentive is providing the
20 offered product or service free of charge.

6. The method according to claim 1, wherein said incentive includes providing information to said consumer.

7. The method according to claim 1, wherein said incentive includes free telephone service.

8. The method according to claim 1, wherein said incentive includes free video on demand.

9. The method according to claim 1, wherein said incentive includes in-store coupons.

10. The method according to claim 1, wherein said interposed communication is a multimedia presentation.

11. The method according to claim 1, wherein said interposed communication is an interactive survey.

12. The method according to claim 1, wherein said interposed communication is an audio message.

13. The method according to claim 1, wherein said interposed communication is a visual display.

14. The method according to claim 1, wherein said interposed communication is a link to an Internet web site.

15. The method according to claim 1, further comprising the step of selecting an interposed communication for delivering to said consumer.

16. The method according to claim 1, further comprising the step of delivering
5 to said consumer the interposed communication.

17. The method according to claim 1, further comprising the step of requesting said consumer to provide identification information.

10 18. The method according to claim 17, wherein said identification information includes said consumer's e-mail address.

15 19. The method according to claim 17, wherein said identification information includes said consumer's address information.

20. The method according to claim 17, wherein said identification information includes said consumer's gender.

21. The method according to claim 17, wherein said identification information
20 includes said consumer's age.

22. The method according to claim 1, further comprising the step of maintaining a database of interpose communications.

23. The method according to claim 1, further comprising the step of collecting payment from an interposed sponsor.

24. The method according to claim 1, further comprising the step of making
5 payment to a vendor.

25. The method according to claim 1, wherein said product or service is downloadable from the Internet by the consumer.

10 26. The method according to claim 1, wherein said interposed communication is delivered over a communications network.

27. The method according to claim 1, wherein said interposed communication is delivered via a stand-alone device.

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28. A method for obtaining incentives related to purchases or products or services, said method comprising the steps of:

selecting a product or service for purchase;

obtaining an incentive related to the purchase of the selected product or service by

20 agreeing to view an interposed communication;

receive an interposed communication;

receive said incentive.

29. The method according to claim 28, wherein said incentive includes a discount on the purchase of said selected product or service.

30. The method according to claim 28, wherein said incentive includes free
5 delivery of the purchased product or service.

31. The method according to claim 28, wherein said incentive includes receiving the selected product or service free of charge.

10 32. The method according to claim 28, wherein said incentive includes receiving information.

33. The method according to claim 28, wherein said incentive includes free
15 telephone service.

34. The method according to claim 28, wherein said incentive includes free entertainment video on demand.

35. The method according to claim 28, wherein said incentive includes in-
20 store coupons.

36. The method according to claim 28, wherein said interposed communication is a multimedia presentation.

37. The method according to claim 28, wherein said interposed communication is an interactive survey.

38. The method according to claim 28, wherein said interposed
5 communication is an audio message.

39. The method according to claim 28, wherein said interposed communication is a visual display.

10 40. The method according to claim 28, wherein said interposed communication is a link to an Internet web site.

41. The method according to claim 28, further comprising the step of providing personal identification information.

15 42. The method according to claim 28, further comprising the step of downloading said selected product or service.

43. The method according to claim 28, wherein said interposed communication is delivered over a communications network,

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44. The method according to claim 28, wherein said interposed communication is delivered via a stand-alone device.